

244.461 Use of rebate coupons -- Redemption -- Retailers' loyalty cards.

- (1) Manufacturers and importers of distilled spirits and wine may advertise and promote, by specific brand and bottle size, distilled spirits and wine for off-premises consumption by use of rebate coupons.
- (2) Rebate coupons are redeemable by the consumer at the point of purchase, or by mail-in certificate by which the consumer receives a cash refund or nonalcoholic beverage merchandise from the manufacturer, importer, or clearinghouse acting for the manufacturer or importer, upon submission by the consumer of the required proof of purchase.
- (3) Rebate coupons on malt beverages are prohibited.
- (4) Unless prohibited by KRS 244.050, loyalty cards issued by retailers that reward customers with product discounts for buying goods or services shall not be prohibited by this section.

Effective: June 29, 2017

History: Amended 2017 Ky. Acts ch. 62, sec. 108, effective June 29, 2017. --
Created 2000 Ky. Acts ch. 289, sec. 1, effective July 14, 2000.